

CLAIMS

What is claimed is:

- 1 1. A method, comprising:
2 detecting a response, to an interactive advertisement, sent from a client
3 terminal of a customer;
4 identifying customer information from the detected response;
5 correlating the identified customer information to merchant information to
6 identify a specific merchant; and
7 triggering notification of the identified specific merchant to allow
8 communication between the customer and the specific merchant.
- 1 2. The method of claim 1 wherein the interactive advertisement is provided to
2 the customer via an interactive video casting system.
- 1 3. The method of claim 2 wherein the interactive video casting system
2 comprises an interactive television system.
- 1 4. The method of claim 1 wherein identifying the customer information from the
2 detected response comprises identification of an identification code corresponding
3 to the client terminal.
- 1 5. The method of claim 1, further comprising correlating a characteristic
2 associated with the interactive advertisement to the merchant information.

1 6. The method of claim 5 wherein the characteristic associated with the
2 interactive advertisement comprises one of a channel in which the interactive
3 advertisement was provided, a time in which the interactive advertisement was
4 provided, or a time in which the customer responded to the interactive
5 advertisement.

1 7. The method of claim 1 wherein the communication between the specific
2 merchant and the customer is conductable via video communication.

1 8. The method of claim 1 wherein the interactive advertisement is capable of
2 being provided via a telephone, and wherein identifying customer information from
3 the detected response comprises using an audio processing technique to identify
4 words spoken by the customer into the telephone as part of the response.

1 9. The method of claim 1 wherein triggering notification of the identified specific
2 merchant comprises:

3 completing a template including at least some of the identified customer
4 information and the merchant information; and

5 sending the completed template to the identified specific merchant.

1 10. The method of claim 1 wherein triggering notification of the identified specific
2 merchant comprises sending one of a telephone message, voicemail message,
3 page message, email message, instant message, facsimile message, wireless
4 device message, or web site message to the specific merchant to notify the specific
5 merchant to contact the customer.

1 11. The method of claim 1 wherein triggering notification of the identified specific
2 merchant to allow communication between the customer and the specific merchant
3 comprises, based on trigger information that specifies an address of the specific
4 merchant that is capable of being sent along with the interactive advertisement,
5 redirecting the client terminal to the address of the merchant specified in the trigger
6 information.

1 12. The method of claim 1 wherein the interactive advertisement is capable of
2 being provided as part of an interactive video casting transmission, the method
3 further comprising sending an indicator displayable along with the interactive
4 advertisement, wherein detecting the response to the interactive advertisement
5 comprises detecting customer activation of the indicator.

1 13. The method of claim 1, further comprising registering a plurality of merchants
2 for interactive advertisements, including obtaining corresponding merchant
3 information from the registered merchants.

1 14. The method of claim 1 wherein communication between the identified specific
2 merchant and the customer is conductable via one of a telephone, voicemail, page,
3 email, instant message, facsimile, wireless device, video communication, computer
4 linking, or web site.

1 15. An article of manufacture, comprising:
2 a machine-readable medium having stored there on instructions to:
3 detect a response, to an interactive advertisement, sent from a client
4 terminal of a customer;

5 identify customer information from the detected response;
6 correlate the identified customer information to merchant information
7 to identify a specific merchant; and
8 trigger notification of the identified specific merchant to allow
9 communication between the customer and the specific merchant.

1 16. The article of manufacture of claim 15 wherein instructions to identify the
2 customer information from the detected response include instructions stored on the
3 machine-readable medium to identify an identification code corresponding to the
4 client terminal.

1 17. The article of manufacture of claim 15 wherein the machine-readable medium
2 further includes instructions stored thereon to correlate a characteristic associated
3 with the interactive advertisement to the merchant information.

1 18. The article of manufacture of claim 15 wherein the interactive advertisement
2 is capable of being provided via a telephone, and wherein the instructions to identify
3 customer information from the detected response comprise audio processing
4 instructions to identify words spoken by the customer into the telephone as part of
5 the response.

1 19. The article of manufacture of claim 15 wherein the instructions to trigger
2 notification of the identified specific merchant include instructions stored on the
3 machine-readable medium to:

4 complete a template including at least some of the identified customer
5 information and the merchant information; and

6 send the completed template to the identified specific merchant.

1 20. The article of manufacture of claim 15 wherein the interactive advertisement
2 is capable of being provided as part of an interactive video casting transmission, the
3 machine-readable medium further including instructions stored thereon to send an
4 indicator displayable along with the interactive advertisement, wherein the
5 instructions to detect the response to the interactive advertisement include
6 instructions stored on the machine-readable medium to detect customer activation
7 of the indicator.

1 21. The article of manufacture of claim 15 wherein the instructions to trigger
2 notification of the identified specific merchant to allow communication between the
3 customer and the specific merchant comprises, based on trigger information that
4 specifies an address of the specific merchant that is capable of being sent along
5 with the interactive advertisement, instructions stored on the machine-readable
6 medium to redirect the client terminal to the address of the merchant specified in the
7 trigger information.

1 22. A system, comprising:
2 a server capable to detect a response, to an interactive advertisement,
3 received from a client terminal of a customer, and capable to identify customer
4 information from the detected response;
5 a storage unit coupled to the server to store customer information and
6 merchant information, the server coupled to access the storage unit to correlate the
7 identified customer information to merchant information stored therein to identify a
8 specific merchant; and

9 a communication device communicatively coupled to the server to trigger a
10 notification of the identified specific merchant to allow communication between the
11 customer and the specific merchant.

1 23. The system of claim 22 wherein the communication device comprises one of
2 a telephone device, voicemail device, paging, email device, instant message device,
3 facsimile device, wireless device, or web site device capable to send the notification
4 to the specific merchant to contact the customer.

1 24. The system of claim 22 wherein the server is capable to complete a template
2 including at least some of the identified customer information and the merchant
3 information and to send the completed template to the identified specific merchant
4 via the communication device.

1 25. The system of claim 22, further comprising an interactive video casting
2 network coupleable to the server and capable to provide the interactive
3 advertisement to the customer.